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FOR IMMEDIATE RELEASE

BTMI RAMPS UP MARKETING EFFORTS IN EUROPE, SIGNS CELEBRITY CHEF

The Barbados Tourism Marketing Inc. (BTMI) has ramped up its marketing, advertising and promotional efforts across Europe with a new campaign, ahead of the new Lufthansa thrice-weekly service from Frankfurt to Bridgetown, commencing October 28, 2019.

The marketing campaign, 'Barbados: Welcome to the Island of Good Living', launched in Milan in May, highlighting those unique and positive elements of the Barbadian lifestyle from a plethora of events and festivals to free education and healthcare.

The campaign was first introduced to tour operators and travel journalists at an intimate food and music event held at the Food Loft in Milan, where celebrity TV chef, **Simone Rugiati**, partnered with award-winning Barbadian chef, Damian Leach, to demonstrate the creation of a signature Barbadian dish.

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Rugiati, who has signed on as the island's culinary partner in Italy, will develop a video series that showcases his experiences with various Barbadian chefs across the island. The series will be launched on his social networks in May, and he will return to Barbados for the Food and Rum Festival in October.

CEO of the BTMI, William 'Billy' Griffith, said that "we are looking forward to a successful partnership with the Lufthansa group, which will see capacity out of Europe increasing by over 40% in 2019. We are therefore making sure that we do all that we can from a marketing and promotional perspective to drive the business to Barbados."

Driving awareness for the new flight

All of this activity comes months ahead of the new Lufthansa service to Barbados, in an effort to promote interest in and awareness of destination Barbados. With the commencement of the new flight, Barbados will be the only Caribbean island being served by the Lufthansa Group. Italians interested in visiting Barbados will be able to fly from seven cities: Milan, Bologna, Turin, Florence, Venice and Verona.

Barbados has lots to offer Europeans

Promoting destination Barbados in Munich, Germany, to key media and travel trade partners, Griffith updated the audience on the opening of new hotels and international hotel brands such as the Hyatt Centric and IHG's Hotel Indigo; St. Nicholas Abbey's new train; and Festive Fridays - Bridgetown Night Market. He also introduced the Vision 2020 and 'We Gatherin' diaspora

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initiatives which will make major waves next year.

Also announced were some of major upcoming projects for the German market, including the first long-haul destination workshop organised by FVW, the leading business to business travel trade magazine. Chief Editor Klaus Hildebrandt will travel to Barbados with a group of 35 travel experts from June 18 to 25 to discuss increasing exposure for Barbados in Germany with local and German experts. Then, in the third week of September, Barbados will host a one-week roadshow, along with hotel and tourism partners, to meet with travel agents in Zurich, Munich, Frankfurt and Cologne.

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About Barbados

The island of Barbados offers the most authentic Caribbean experience with its exceptionally rich culture and history rooted in remarkable landscapes. Rated as one of the world's sexiest beaches in 2008 by Concierge.com; Barbados' Crane Beach in St. Philip stands as a premier destination for travellers. Barbados is also the first Zagat-rated Caribbean island and is known as the culinary capital of the Caribbean. Barbados has hosted several world class events including: The annual Barbados Food & Rum Festival; the 2006 PGA World Golf Championships-Barbados World Cup, the ICC Cricket World Cup Finals in 2007, the Sentebale Charity Polo match with Prince Harry of Wales in 2010, and the ICC Twenty20 Cricket Finals for 2010, and the Rihanna LOUD concert in 2012. Accommodations range from picturesque plantation houses and villas, to quaint bed and breakfasts and award-winning, five-star resorts. Grantley Adams International Airport offers even more non-stop and direct service from a growing number of U.S. cities, making Barbados the true gateway to the Eastern Caribbean. Barbados was voted eighth in the World by Trip Advisor's "2008 Travelers' Choice Destination Awards" in its Top 100 Destinations category. For more information on travel to Barbados, visit www.visitbarbados.org, follow on Facebook at <http://www.facebook.com/VisitBarbados>, via Twitter @Barbados.